CHARLESTON DAILY NEWS.

SUPPLEMENT.

PACIFIC GUANO COMPANY---CAPITAL, $1,000,000.

JOHN S. REESE & CO., GENERAL AGENTS, BALTIMORE, MD.

J. N. ROBSON,

Selling Agent,

CHARLESTON, S. C.

ESPECIAL NOTICE
TO
PLANTERS.

It is important for Planters to keep in mind that *Soluble Pacific Guano* is brought into market by the *Pacific Guano Company* ONLY; and that it must not be confounded with any other fertilizer to which a similar name has been given, with the prefix of any manufacturer's name, such, for example, as A. D. or S's *Soluble Pacific Guano;* all such are encroachments upon the legal trade-mark of the *Pacific Guano Company*, and are calculated to deceive consumers desiring the Soluble Pacific Guano. Hence we caution planters, in ordering supplies, to procure it from the agents of the Company, or give specific directions to their factors to that effect. The name of *John S. Reese & Co.*, General Agents, &c., is branded on the sacks of all *genuine Soluble Pacific Guano*, which is the distinguishing mark.

Soluble Pacific Guano.

What Profit does its Use Pay the Planter for the Money Invested?

This is a practical question. It is a question of no less importance to us as manufacturers and sellers, than to the planters who are the buyers of the Guano. An answer might be given to this question by reference to the fact that, since its introduction to the planters of the South, its consumption has steadily increased from a *few hundred tons*, the first year of its use, to *many* thousands of tons, and that notwithstanding an annual increase of facilities for its production, the Company has been heretofore unable to furnish supplies to meet the increasing demand. This fact will be testified to by hundreds who have been unable to purchase supplies. It certainly may be assumed, that if its use had not proved profitable, its consumption would not have continued and increased.

But we propose to answer the above enquiry in a more direct and demonstrative manner, by showing not only that the use of this Guano *pays* the planter for the money invested, but by showing also how, and how much profit is realized from its use, with cotton selling at the present low price. We propose to show by figures voluntarily given by planters who applied it to the last crop, that its use paid a *profit* on the money invested in its purchase, with cotton as *low as* 13 cents per pound, which *is not* and *cannot* be realized in any business enterprise known. Investments which pay a profit of from 12 to 15 per cent. per annum are eagerly sought after, but we are able to show, in a manner that cannot be controverted or set aside, taking for our *facts*, as a basis of calculation, the voluntary and disinterested testimony of planters themselves, that the money invested in the purchase of

SOLUBLE PACIFIC GUANO

has paid the planter a net profit of from 100 to 700 per cent.; or, in other words, that for every dollar expended, from 2 to 7 dollars have been received in return in a period of eight months from the time the investment was made.

This may appear to be an extravagant statement, but we do not make it without having at hand the means of demonstrating its truth and we invite an examination of the annexed calculations, from which the truth of the statement will appear.

We must have *facts* to start with. If we know the quantity of cotton produced by the use of the Guano over and above the capacity of the soil without the Guano, it is not a difficult calculation to approximate very nearly the exact profit the use of the Guano has paid the planter, on the money invested for its purchase.

We must obtain knowledge of the fact as to the increase of production from planters who used the Guano. Certainly their testimony must be accepted as *reliable* and *sufficient*, for it is the *disinterested* testimony of competent witnesses, with the probabilities of an *under* rather than an *over*-estimate.

We publish in another part of this paper, a large number of letters from planters in various parts of the Cotton States. They do not all state the increase produced by the Guano, hence we can only include those in our calculations which give results in figures, but the number is ample to answer the purpose designed.

In order to make an *exact* statement, we should have figures giving, *first*, the number of pounds of Guano used per acre; *secondly*, the *exact* number of *pounds* of cotton picked from the guanoed land; and, *thirdly*, the *exact* number of *pounds* picked from the same land without Guano.

Where these three facts are stated, we use them in our calculations as given. In those instances where the *increase* only is stated, we have to assume the average quantity the land would produce without the Guano, and the quantity of Guano used per acre. Hence, in these instances, we assume the soil to be capable of producing, as an average, 150 pounds lint cotton per acre. We base this assumption upon inquiries diligently made from various persons capable of judging, which is the best information we can procure, and it cannot be far out of the way. Where the quantity of Guano applied, per acre, is not given, we assume 200 pounds were used as the average. This is probably over the average quantity, as we know many instances where less was applied.

If a planter has land that will produce without Guano 150 pounds of lint cotton, and the same land yields an increase of 100 per cent., or, in other words, his crop is doubled by the use of 200 pounds of *Soluble Pacific Guano*, it is an easy and simple calculation to show the profit made on the investment, putting the market value of cotton at any given figure, say at 13 cents per pound.

For example, 100 per cent. increase on the natural product of 150 pounds lint is a gain of 150 pounds of lint, which is worth, at 13 cents per pound, $19.50. Deduct from this the cost of 200 pounds of Guano, say at $70 per ton, which is $7, and we have the exact profit realized; which, in this case, would be $12.50 as the net profit resulting from the investment of $7.

The *per centum* of profit made is arrived at by dividing the amount invested, into the amount of net profit realized; hence, divide the cost of 200 pounds of Guano, at $7, into the gain, in this case $12.50, and you have the per centum made on the investment, which is a fraction over 178 per cent.

The *correctness* of this method of calculation cannot be disputed, and the results are inevitable, however surprising they may appear.

We ask the attention of planters to the annexed results, calculated from reports made by planters whose names and address are given, and whose letters are published in another column, the originals of which are in our possession or the possession of our agents. It will be seen, as stated above, that the profit realized ranges from 100 to 700 per cent., averaging 393 per cent. It is doubtless true there are exceptions to these results, but they are few, and *exceptions only*, and are due to obscure causes, which we cannot be expected to explain. The quality and composition of the Guano is precisely the same in all cases, hence, where exceptional results are had, they must necessarily be due to some local incidental causes, and not to the Guano. The results given are concurrent and general, and have been realized for a series of years, notwithstanding the contingencies of seasons, such as *excessive drought, excessive rain, late cold spring, attacks of caterpillar, rust, &c., &c.*

If these results are true, to only one-half what they are shown to be, can any planter afford to dispense with the use of *Soluble Pacific Guano?*

JOHN S. REESE & CO.
General Agents
Pacific Guano Company.

REPORTS AND CALCULATIONS.

Net profit realized from the use of Soluble Pacific Guano by sundry planters, calculated from their testimony as to increase of cotton produced from its use. The calculation is based upon 13 cents per pound for cotton, and the average selling price of the Guano at the markets at which it was purchased. In cases where the planter does not state the yield of the soil unfertilized, it is assumed that the average would be, say, 150 pounds of lint per acre. When the quantity of Guano used per acre is not stated, it is assumed 200 pounds per acre were applied.

These calculations are made from figures reported by planters in their letters of recent date, addressed to our agents at different points, all of which will be found published in regular succession on the second page of this paper, and we refer the reader to them in confirmation of the following statements:

H. M. SALE, LINCOLN CO., GA.,
Reports increase yield, average 125 per cent.

125 per cent. on 150 lbs. lint per acre, is 187 lbs., worth @ 13c.	$24 31
Deduct cost of 200 lbs. Guano @ $70 per ton	7 00
Net gain, per acre, from investment. Which is exactly 247 per cent. profit.	$17 31

W. G. BARRETT, WASHINGTON, GA.,
Reports increase yield 200 per cent.

200 per cent. on 150 lbs. lint per acre, is 300 lbs., worth @ 13c.	$39 00
Deduct cost of 225 lbs. Guano @ $70 per ton	7 88
Net gain, per acre, from investment. Which is exactly 395 per cent. profit.	$31 12

A. C. STURGIS, THOMPSON, GA.,
Reports increase on ¼ of an acre, 316 lbs. lint.

316 lbs. lint @ 13 cents, is.	$41 08
Deduct cost of 150 lbs. Guano (which is 200 lbs. per acre) @ $70 per ton.	5 25
Net gain from investment. Which is exactly 682 per cent. profit.	$35 83

JOHN T. PULLIN, HOGANSVILLE, GA.,
Reports 750 lbs. seed cotton per acre.
Say ⅓ lint—makes 250 lbs. lint per acre.
Natural yield, 250 lbs. seed cotton, 83 lbs. lint.

Increase is 167 lbs. lint per acre, worth @ 13c.	$21 71
Deduct cost of 175 lbs. Guano @ $70 per ton	6 12
Net gain, per acre, from investment. Which is exactly 255 per cent. profit.	$15 59

GEO. S. COBB, AUBURN, ALA.,
Reports 1,000 lbs. seed cotton per acre, on guanoed land, which is equal to 333 lbs. lint per acre.
Natural yield 300 lbs. seed cotton, 100 lbs. lint, per acre. Increase is 233 lbs. lint per acre, worth @ 13c.

	$30 29
Deduct cost of 200 lbs. Guano @ $70 per ton	7 00
Net gain, per acre, from investment. Which is exactly 332 per cent. profit.	$23 29

WM. N. McCONNELL, NEAR ATLANTA, GA.,
Reports 1200 lbs. seed cotton per acre, on guanoed land, which is equal to 400 lbs. lint per acre.
Natural yield 250 lbs. seed cotton is 83 lbs. lint. Increase is 317 lbs. lint per acre, worth @ 13 cents.

	$41 21
Deduct cost of 200 lbs. Guano @ $70 per ton	7 00
Net gain, per acre, from investment. Which is exactly 488 per cent. profit.	$34 21

JAMES M. GORMAN, NEAR CAMPBELLTON, GA.,
Reports increase yield 100 per cent.

100 per cent. on 150 lbs. lint, per acre, is 150 lbs., worth @ 13c.	$19 50
Deduct cost of 200 lbs. Guano, @ $70 per ton	7 00
Net gain, per acre, from investment. Which is exactly 178 per cent. profit.	$12 50

JAS. E. BOOTH, PULASKI CO., GA.,
Reports increase of 9 bales, of say 450 lbs. each.

4,050 lbs. @ 13 cents.	$526 50
Deduct cost 2 tons Guano, @ $70 per ton.	140 00
Net gain from the investment. Which is exactly 276 per cent. profit.	$386 50

W. V. W. HUTCHINS, BURKE CO., GA.,
Reports 1100 lbs. seed cotton, per acre, by use of Guano.
Say ⅓ is lint, or 366 lbs., assuming natural product at 150 lbs.—the increase is 216 lbs. lint per acre, worth @ 13c.

	$28 08
Deduct cost 250 lbs. Guano per acre, worth @ $70 per ton.	3 75
Net gain, per acre, from investment. Which is exactly 221 per cent. profit.	$19 33

C. W. COWAN, WELLINGTON, S. C.,
Reports will pick 1400 lbs. seed cotton per acre.
Say ⅓ is lint—466 lbs. lint. Deduct natural product, 400 lbs. seed cotton—133 lbs. lint. The increase is 333 lbs. lint, per acre, worth @ 13c.

	$43 29
Deduct cost 200 lbs. Guano @ $70 per ton.	7 00
Net gain, per acre, from investment. Which is exactly 518 per cent. profit.	$36 29

THOS. B. WILSON, H. T. HOGG, } OF BAIRDSTOWN, GA.,
Who examined the J F. GEER lot, report increased yield at 600 per cent.
600 per cent. on 150 lbs. lint per acre, is 900 lbs., worth @ 13c.

	$117 00
Deduct cost of say 400 lbs. Guano per acre, (the actual amount is not stated), worth @ $70 per ton.	14 00
Net gain, per acre, from investment. Which is exactly 735 per cent. profit.	$103 00

J. M. FREEMAN, CATAWBA, GA.,
Reports 8 bales of 500 lbs. each, (from 14 acres), equal to 4,000 lbs. lint, on guanoed land. Natural yield 400 lbs. seed cotton per acre, equal to 133 lbs. lint, which makes 1862 lbs. lint in 14 acres, *without Guano.*

Leaving 2,138 lbs. lint increase, worth @ 13c.	$277 94
Deduct cost 1850 lbs. Guano @ $80 per ton.	74 00
Net gain from investment. Which is 275 per cent. profit.	$203 94

JNO. W. MURPHY, WAVERLEY HALL, HARRIS COUNTY, GA.,
Reports 9 bales of 500 lbs. each, (from 13 acres), equal to 4,500 lbs. lint, on guanoed land. Natural yield 300 lbs. seed cotton per acre, 100 lbs. lint, which makes 1300 lbs. lint in 13 acres, *without* Guano. Leaving 3,200 lbs. lint increase, worth @ 13 cents.

	$416 00
Deduct cost 2600 lbs. Guano @ $80 per ton.	104 00
Net gain from investment. Which is 300 per cent. profit.	$312 00

ASBURY F. SEATS, WAVERLY, GA.,
Reports 15 bales of 500 lbs. each, equal to 7,500 lbs. lint, from guanoed land, and only 6 bales of 500 lbs. each, equal to 3,000 lbs. lint, from same land, *without* Guano. Leaving 4,500 lbs. increase, which is 150 per cent. increase 150 per cent. on 150 lbs. lint average yield per acre, is 225 lbs. lint, per acre, worth @ 13 cents.

	$20 25
Deduct cost 100 lbs. Guano @ $80 per ton.	4 00
Net gain, per acre, from investment. Which is 630 per cent. profit.	$25 25

L. KINSEY, ELLERSLIE, GA.,
Reports 200 per cent. increased yield.

200 per cent. on 150 lbs. lint, per acre, is 300 lbs., worth @ 13c.	$39 00
Deduct cost of 150 lbs. Guano @ $80 per ton	6 00
Net gain, per acre, from investment. Which is 550 per cent. profit.	$33 00

D. P. McCULLOCH, WAVERLEY, GA.,
Reports 100 per cent. increased yield.

100 per cent. on 150 lbs. lint, per acre, is 150 lbs. lint, worth @ 13c.	$19 50
Deduct cost 150 lbs. Guano @ $80 per ton.	6 00
Net gain, per acre, from investment. Which is 225 per cent. profit.	$13 50

G. L. KILLPATRICK, WAVERLEY, GA.,
Reports 100 per cent. increased yield.

100 per cent. on 150 lbs. lint, per acre, is 150 lbs. lint, worth @ 13c.	$19 50
Deduct cost 100 lbs. Guano @ $80 per ton.	4 00
Net gain, per acre, from investment. Which is 387 per cent. profit.	$15 50